

What is claimed is:

1. A non-fouling fishing lure comprising,
a body having front and rear portions,
at least one fish hook pivotally mounted to said body and
including a shank portion extending from a pivot means to a
barbed end portion, said at least one fish hook further including
a portion extending from said shank portion for engagement to a
fishing line, said at least one fish hook being pivotable from a
first non-deployed position wherein at least said barbed end
portion thereof is concealed by said body to a second deployed
position wherein said barbed end portion extends outwardly with
respect to said body, and

a retaining clip having a first end mounted to said rear
portion of said body and having a first intermediate portion
extending downwardly and outwardly from said first end of said
body in a direction opposite the second deployed position of said
at least one fish hook and toward said front portion of said body
and a second intermediate portion curving upwardly in an arc from
said first intermediate portion toward a side of said body and
extending through an opening in said side and generally
transversely with respect to said shank portion of said at least
one fish hook to a second end which forms a catch for selectively
engaging said shank portion of said at least one fish hook when
in a first position, said retaining clip being moveable inwardly

relative to said body to a second position wherein said catch is released from said shank portion of said at least one fish hook thereby allowing said at least one fish hook to be pivoted from said first concealed position to said second deployed position.

2. The fishing lure of Claim 1 wherein said retaining clip is normally biased to said first position

3. The fishing lure of Claim 1 wherein a hook guide flange extends vertically within said body.

4. The fishing lure of Claim 2 wherein said catch is in a form of a small hook engageable with said shank portion of said at least one fish hook.

5. The fishing lure of Claim 1 wherein said catch is in a form of a hook engageable with said shank portion of said at least one fish hook.

6. The fishing lure of Claim 5 in which said first and second intermediate portions of said retaining clip meet at a point oriented below and laterally outwardly of said side of said body.

7. The fishing lure of claim 6 in which said point is oriented at an angle of approximately 45° relative to a vertical plane

taken through said body and along a longitudinal axis thereof.

8. The fishing lure of Claim 1 wherein said body includes first and second spaced sides and said pivot means being positioned adjacent said front portion of said body and between said first and second spaced sides.

9. The fishing lure of Claim 1 including friction means provided within said opening in said body for resisting movement of said retaining clip toward said second position

10. The fishing lure of Claim 1 including means for resisting movement of said retaining clip toward said second position.

11. The fishing lure of Claim 1 including engaging means engageable with said retaining clip for normally retaining said retaining clip in said first position.

12. The fishing lure of Claim 11 in which said engaging means includes a grommet mounted within said opening in said side of said body.